

PUBLIC INFORMATION SPECIALIST

Employee Name:
Grade:
Status: Non-Exempt
Other:

Reports to:
Salary Range:
Date:

Definition/Summary

Under the general direction of the General Manager, the Public Information Specialist develops, coordinates, and implements the District's public information, communications, community outreach, and public education programs. The position serves as the District's primary communications professional and is responsible for maintaining positive relationships with customers, the community, media, regulatory agencies, and other stakeholders through timely, accurate, and professional communications.

In addition to public information responsibilities, the position serves as the District's internal Information Technology (IT) Coordinator by providing basic technical support to staff, coordinating technology projects, and acting as the primary liaison with the District's contracted IT consultant. The position does not perform advanced network administration but assists in coordinating technology services, equipment, cybersecurity initiatives, and technology improvements throughout the District.

Essential Functions

- Develop, implement, and maintain the District's public information and communications program.
- Prepare news releases, public notices, newsletters, annual reports, fact sheets, brochures, and other public communication materials.
- Manage and maintain the District's website, ensuring information is accurate, current, accessible, and ADA compliant.
- Create, schedule, and manage content for the District's social media platforms.
- Develop communication plans for emergency situations, water outages, service interruptions, and other public notifications.
- Coordinate public outreach and educational programs related to water conservation, District projects, emergency preparedness, and public services.
- Coordinate with General Manager responses to media inquiries.
- Prepare presentations and informational materials for Board of Directors meetings and community organizations.

- Coordinate public meetings, open houses, educational events, and community engagement activities.
- Develop graphics, presentations, photographs, and digital content to support District communications.
- Ensure consistent District branding and messaging across all communication platforms.
- Monitor community feedback and recommend communication strategies to improve public awareness and customer engagement.
- Assist with Public Records Act requests and records management related to public communications.
- Support interdepartmental communications and employee informational programs.
- Serve as the District's primary point of contact for routine information technology needs.
- Coordinate with the District's contracted IT consultant regarding technology issues, projects, maintenance, and system upgrades.
- Assist employees with basic computer, software, printer, mobile device, and technology support.
- Coordinate the setup of new employee computer equipment, user accounts, email access, and technology resources in conjunction with the IT consultant.
- Track and coordinate hardware replacement, software licensing, warranties, and technology inventory.
- Assist with implementation of cybersecurity initiatives, including employee security awareness, password management, and multifactor authentication.
- Coordinate technology purchases and recommend hardware and software improvements.
- Maintain IT documentation, technology inventories, and user procedures.
- Monitor technology issues and ensure timely resolution through coordination with the District's IT consultant.
- Assist with technology-related vendor contracts and project coordination.
- Support implementation and maintenance of District software systems including business applications, document management systems, GIS, utility software, and cloud-based services as assigned.

Other Duties

- Research communication trends, technology solutions, and best practices applicable to public agencies.
- Prepare reports and recommendations for the General Manager and Board of Directors.
- Coordinate with consultants, contractors, regulatory agencies, and community organizations.
- Maintain accurate records and documentation.
- Perform related duties as assigned.

Job Standards/Specifications

Knowledge of:

- Public information, public relations, and community engagement principles.
- Business writing, editing, and communication techniques.
- Website management and content management systems.
- Social media platforms and digital communication strategies.
- Graphic design and presentation software.
- Microsoft Office 365 applications.
- Basic computer hardware, software, and networking concepts.
- Cybersecurity awareness and information security best practices.
- California Public Records Act and records retention principles.
- Modern office practices and customer service techniques.

Ability to:

- Communicate effectively with the public, media, Board members, and employees.
- Prepare professional written communications and presentations.
- Explain technical information in a clear and understandable manner.
- Coordinate multiple projects simultaneously.
- Develop positive working relationships with employees, customers, and outside agencies.
- Exercise sound judgment and maintain confidentiality.
- Learn specialized utility software and technology systems.
- Work independently while effectively coordinating with outside IT consultants and vendors.

Typical Physical Activities

- Work is primarily performed in an office environment requiring prolonged sitting, standing, computer use, and occasional lifting of computer equipment or materials weighing up to 25 pounds.
- Occasional travel to District facilities, community events, and meetings is required.

Environmental Factors

Work is performed primarily in an office environment with occasional field visits and attendance at evening Board meetings, community events, and emergency response activities as needed.

Desirable Qualifications

Any combination of education and experience that would likely provide the necessary knowledge and abilities is qualifying.

Education

Bachelor's degree from an accredited college or university in Communications, Public Relations, Journalism, Marketing, Public Administration, Information Technology, Business Administration, or a closely related field.

Experience

- Three (3) years of progressively responsible experience in public information, communications, public relations, marketing, or community outreach.
- Experience providing technology coordination or information technology support is desirable.
- Experience working for a public utility, municipal utility district, water district, special district, or other public agency is highly desirable.

License Certificate Registration Requirement

- Valid California Class C Driver's License.

I have reviewed this Job Description with my Supervisor and agree with its contents.

Employee Signature

Date

Supervisor Signature

Date

The specific statements shown in each section of this job description are not intended to be all-inclusive. They represent typical elements and criteria necessary to successfully perform the job.